

RE\$TORE DETROIT! **REFRESH DETROIT!**

Joint Application

*For designation as a **Re\$tores Detroit!** District
or a **ReFresh Detroit!** District*



Mayor's Office of Neighborhood Commercial Revitalization
City of Detroit
Kwame M. Kilpatrick, Mayor

May 31, 2006

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The logo features the text "Re\$TORE DETROIT!" in blue with a green dollar sign, followed by "and" in a smaller font, and "ReFRESH DETROIT!" in blue with a green leaf icon. Below this is the text "Joint Application" in a bold, black font.

Re\$TORE DETROIT! and ReFRESH DETROIT! Joint Application

Introduction

The Mayor's Office of Neighborhood Commercial Revitalization (ONCR) is soliciting applications for **Re\$store Detroit!** and **ReFresh Detroit!** – programs aimed at revitalizing neighborhood commercial districts in the City of Detroit. Initially launched in 2001 as a catalyst for reinvestment and transformation of Detroit's neighborhood commercial districts, the ONCR is modeled after the National Main Street Center's Four Point Approach to foster commercial district revitalization.

The ONCR has created a system of new support services and strategies to five targeted commercial districts. These support services and strategies incorporate technical assistance and training, and grants and loans to address local business development and the necessity of building local organizational capacity to create an environment that can sustain local businesses.

Since its inception, this program has created numerous opportunities for new or expanded, small and minority-owned businesses and has improved the "look" and density of the five ONCR designated commercial districts, providing residents with increased shopping opportunities and complementing growing residential development.

The Re\$store Detroit! Program

Re\$store Detroit! is the ONCR's flagship program. This program provides technical assistance, training and funding to community-based organizations (CBOs) engaged in revitalization of commercial districts and is modeled after the National Main Street Approach. The National Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of community.

There are currently five Re\$store Detroit! districts: Jefferson East Business District, Grand River Business District, Mexicantown, The Seven Mile Project and University Commons. A community-based organization in each of the five districts receives grants and technical assistance. The grant funds are used to hire two full-time commercial revitalization professionals. Working with local merchants and residents, these professionals are responsible for:

- Assisting the community in development of a common vision and strategy;
- Helping to make the commercial district clean and safe;
- Promoting the district and its businesses to potential consumers and merchants;

- Improving the appearance of the district's buildings, businesses and signs using the ReFresh Detroit! program and associated design standards;
- Assisting the businesses by providing information on capital assistance resources; and
- Working to create and execute redevelopment opportunities.

Through this application process, a maximum of three additional districts will be designated as Re\$store Detroit! districts. Designated **Re\$store Detroit!** districts automatically qualify for **ReFresh Detroit!** funding as well.

The ReFresh Detroit! Program

The **Façade Renovation and Exterior Structure Habilitation** program is designed to improve the appearance of commercial districts by stimulating private investment, providing architectural design assistance and matching grants. The program provides a one-to-one match grant for moderate to substantial exterior façade improvement renovations for businesses and property owners in the designated districts. The program permits building owners or store proprietor/tenant with lease authority within the district boundaries to apply for funding. The following types of improvements may be eligible for funding:

- Exterior painting
- Repair, replacement, and removal of signage
- Exterior building and sign lighting
- Awnings, including repairs or replacement of existing
- Restoring exterior finishes and materials
- Removing inappropriate or incompatible exterior finishes and materials
- Repairing or replacing existing storefront window and door systems
- Roll-down gate and grate box removal, including installation of electronic security systems, exterior bulletproof glass and other measures to maintain or increase security while creating friendlier, more inviting storefronts.

The ONCR will work with the implementing organizations to create and implement locally managed façade programs. Up to \$35,000 will be available for each of the selected districts for façade improvements, with the final amount dependent on the number of successful applicants. Organizations do not have to be designated Re\$store Detroit! districts to apply for the ReFresh Detroit! Program. **If your organization is applying only for ReFresh Detroit!, please proceed to page 22 of the application.**

Re\$tores Detroit! Funding and Technical Assistance for the Selected Districts

To support the development of strong neighborhood districts, the ONCR will provide a high level of funding and technical assistance to each of the designated **Re\$tores Detroit!** districts and their respective business and property owners for a five-year period. Each selected organization will be eligible to receive annual funding for:

- One full-time professional and one-half time employee dedicated to commercial revitalization activities (2 FTE) (\$100,000/year)
- Marketing and promotion funding (\$3,000/year)

Over the first 2 years of the program, a selected organization is eligible to receive as much as \$222,000 to pay for staff, overhead and targeted program expenses. The organization will have to match this funding to be eligible for the full amount of the grant. The required fundraising commitment will be outlined at the Q & A Session on Monday, June 12, 2006. The Advisory Board of the ONCR has voted to restrict eligibility to organizations and districts outside the Greater Downtown Area of Detroit.

Businesses and building owners in each district will be eligible for:

- Façade improvement grants
- Architectural and design assistance
- Technical assistance to businesses
- Technical assistance and training for staff, committees and merchants

This level of funding is made possible through funds allocated to the ONCR from the Casino Business Development Fund.

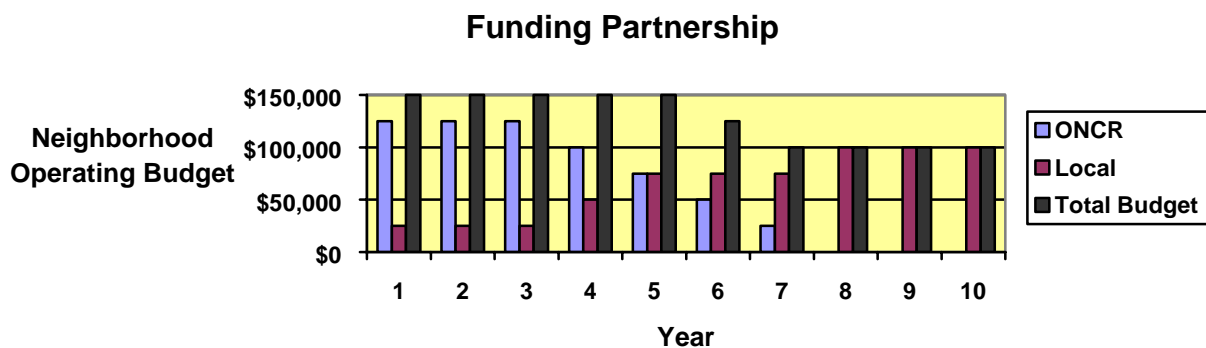
Neighborhood Organization Responsibilities

In return for this grant funding much will be expected from the selected organizations. They will need to spearhead the revitalization effort, hire and manage staff, provide an office, and manage the funds responsibly. They will have to energize local merchants, property owners and residents to create and implement a common vision. They will have to work with the community to develop action plans, track accomplishments and provide periodic reports on their results. Lastly, they will have to raise matching funds annually and, over time, increase their funding support for the effort.

Selected organizations should view the grant monies from the ONCR as startup funds to get the local revitalization effort through a startup phase. Therefore, other funds received from the City of Detroit will not be considered eligible funds for the community organization's match. Selected organizations will have to take steps during the first two years of the program to prepare for additional funding responsibility during years 3 through 5 and eventual self-sufficiency.

We have chosen this funding scenario because a typical neighborhood commercial revitalization effort has a startup phase, a growth phase, and a maintenance phase. The startup phase can last six to twelve months. During the startup phase, the effort gets organized, hires staff, creates goals and begins implementation. During the growth phase, visible improvements to buildings happen, the area begins to look significantly cleaner and feel safer, vacancy rates drop, and property values rise. This phase can start as early as year two and take as little as five years but often will start later and take longer. Once a neighborhood commercial district has experienced revitalization there is a need to maintain the area at its revitalized state. The maintenance phase requires less staff time. The need for financial resources (to pay for staff and to spur private investment) is greatest during the startup phase and growth phase. The grant monies are given so that the organization has the resources to get the program through the startup phase and well into the growth phase. During that time, it is important for some time and energy to be spent creating funding mechanisms to prepare for the time when ONCR funding is exhausted.

More details regarding the required funding match for the implementing organization and the ONCR will be provided at the Q & A session and will also be available on the website. The ONCR will work with the selected organizations to help them craft a funding strategy which may include fundraisers, business improvement districts, festival net income, sponsorships, and grant-writing. The chart below depicts the funding match commitment that must be fulfilled by the existing five ONCR **Re\$tores Detroit!** commercial districts.



The Re\$store Detroit! District Selection Process is in 2 Rounds

The Re\$store Detroit! district selection process is a competitive two-tier process. Organizations are required to submit applications for Round One. Round One applications will be reviewed and evaluated by the District Designation Committee of the ONCR Advisory Board. The ONCR Advisory Board will make the final decision on the choice of the applicants that will advance to Round Two.

First Round

The first round will be a general application that asks questions about the organization's vision, capacity, and experience in undertaking a commercial revitalization or similar effort. It will also ask questions about the proposed district's current state to ascertain the need for the program and the likelihood of success. The ONCR Advisory Board will evaluate the application responses and create a short list of finalists. Finalists that advance to the 2nd Round will receive an Implementation Grant in the amount of \$5,000 to be used to build capacity and fulfill the application requirements for the Second Round.

Second Round

Second round finalists will be required to provide more detailed information. Specifically, each organization will be asked to create an organization manual, a building and business inventory, a more complete funding strategy and evidence of a significant commitment by stakeholders to be a part of the revitalization effort. Additionally, second round finalists must also prepare a presentation and host a tour of the commercial district. This information will be useful in analyzing the suitability of the district for inclusion but also will be used in a number of different ways during the revitalization effort. The data also provides a starting point so that the success of the local district program can be tracked by monitoring vacancy rates, job creation, business creation and other indicators of revitalization.

Second round finalists will also be required to show evidence of raising the first year matching grant amount of \$25,000 prior to receiving designation as a Re\$store Detroit! district. Such evidence must be secured no later than December 31, 2006. The ONCR Advisory Board will determine the final districts that will receive ONCR Re\$store Detroit! district designation.

After Designation

After designation, the ONCR will work with the selected organizations to refine their strategic vision and put together action plans that will outline their goals and objectives for the year. Each organization will be evaluated on an annual basis. Subsequent year's funding will be awarded based on the degree of success in reaching the previous year's goals and making real progress in revitalizing the district.

Re\$Store Detroit! Application Timeline

1. Pre-Proposal Q & A: Potential applicants will be able to attend a question and answer session regarding the application process as well as the Re\$Store and ReFresh Detroit! programs. Only one session will be held. Attendance is not mandatory.	June 12, 2006 10:30 AM Cadillac Tower, Suite 2300
2. 1st Round Application Deadline: Interested neighborhood organizations will submit applications, which will be reviewed by the District Designation Committee of the ONCR Advisory Board. Re\$Store Detroit! and ReFresh Detroit! applications are due on this date.	July 14, 2006
3. Public Announcement of 2nd Round Finalists	August 28, 2006
4. 2nd Round Application Workshop: Finalists from the first round will be invited to attend a mandatory workshop to discuss the requirements for the second round.	September 7, 2006
5. 2nd Round Application Deadline: Re\$Store Detroit! applicants who advance to the 2 nd Round must submit 2 nd Round documents on this date.	October 16, 2006
6. Site Visits and Discussion: The District Designation Committee will conduct site visits to the districts. Application representatives will give detailed presentations and guided tours of the district and answer questions from the District Designation Committee members.	November 6-17, 2006
7. Selection of Districts: The District Designation Committee will present recommendations to the Advisory Board for their final discussion and approval.	November 30 – December 6, 2006
8. Announcement of Selected Districts: Up to three commercial districts will be selected and announced.	December 11, 2006
9. Deadline to submit evidence that first-year fundraising match has been secured.	December 31, 2006

Re\$Store Detroit! First Round Application Information

Introduction

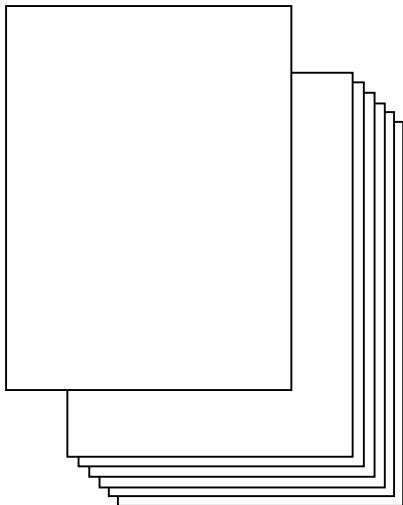
Applications may be submitted on behalf of any City of Detroit neighborhood commercial district. A representative of a neighborhood organization may initiate the application process, but the application should represent a collective effort by a broad range of neighborhood stakeholders. The ONCR will provide a funding grant to a nonprofit entity only. There does not need to be a nonprofit *commercial* district revitalization organization already in place in order for their organization to submit an application to participate in the ONCR program. Neighborhood organizations that are selected to participate will receive guidance on how to adapt an existing community development organization to administer the program, depending on each neighborhood's particular needs.

First Round Submittal Requirements

Ten (10) copies of a response to this APPLICATION must be submitted no later than **4:00 PM EST, Monday, July 14, 2006** to Marja M. Winters, Director, Mayor's Office of Neighborhood Commercial Revitalization, City of Detroit, 65 Cadillac Square, Suite 2300, Detroit, MI, 48226. Late applications will not be accepted. Submissions will be reviewed according to the criteria listed below.

Questions about this APPLICATION should be submitted in writing either to the address above or at the City of Detroit's website for the ONCR: www.ci.detroit.mi.us/mayor/oncr. All questions will be answered on the website and in writing to the submitting individual. For general assistance or language translation, please contact Marja Winters or Margaret Dunton at (313) 224-6627.

First Round Application should contain:



Submittal Cover Letter (10 copies):

Addressed to ONCR Advisory Board c/o ONCR
Also include the ONCR Cover Page (see page 29)

Application (10 copies)

Answers to the questions presented in this section;
Copies of all supporting documentation (support letters, pictures of the proposed commercial district, etc.)

First Round Selection Criteria and Points

Criteria	Points
Organizational Capacity: What is the organization's capacity to receive, manage and effectively use the technical and financial assistance offered? Does the organization have experience in carrying out project activities? Does the organization exhibit the ability to move towards a long-term goal and achieve results within a set timeframe? Does the organization utilize volunteers well? Does the proposed organizational structure accommodate the proposed programs?	20
Common and Realistic Vision: What is the organization's vision for the district? Is this vision widely shared by all stakeholders? What are the organization's expectations of what can be accomplished in the first three years?	10
Cohesive and Manageable District: Does the geographic area that is to be served by the effort contain sufficient building stock and small businesses to be a viable district? Would merchants and property owners at one end of the district feel that change on the other end of the district affects them too? Is the area large enough to sustain a commercial revitalization effort yet small enough that limited resources can make a significant impact? What has the organization accomplished in this area in the past?	10
District Need: Does the proposed district need this program or is the private sector already reinvesting in the area? Does the organization have other sources of funding to support this kind of effort or is ONCR funding the only way to start the effort?	10
Funding and Fundraising Capacity: What is the organization's sustainability plan? How much funding can the organization provide for this effort? Will that funding be from public or private sources? What is the organization's past success at fundraising? Is the submitted budget complete and error free?	15
Broad Base of Support: Is there a broad base of understanding and support by a range of stakeholders of the proposed district including business owners, property owners, residents and neighborhood organizations?	20
Community Involvement: Is your organization located in the community it seeks to serve? In what ways is your organization collaborating/partnering with local merchants or business associations? What community support do you have in place for this program, i.e., how do you relate to the community in the proposed boundaries?	15
Total	100

First Round Application—Re\$store Detroit!

Please answer the following questions. Handwritten answers will also be accepted. Applicants are encouraged to use the back of the page or add extra pages to fully answer the questions.

1. Name of proposed district

2. Contact information for the person(s) leading the preparation of this application.

- Name _____
- Organization: _____
- Title: _____
- Mailing Address1: _____
- Mailing Address2: _____
- Telephone: _____
- Fax: _____
- Email: _____

3. What year did the organization incorporate? (Must be greater than one year to be considered.) _____

4. Please attach copy of nonprofit tax status certification from the Internal Revenue Service.

5. Describe the organization's past success and current activities that meet the mission of the organization.

6. Please describe the current level of involvement by volunteers in your organization's activities.

7. Indicate committee members and affiliate organizations or other individuals *active* in preparing this application.

8. Describe how past and current efforts will impact commercial revitalization efforts.

9. How would the program be organized? (We suggest that your proposed structure encompass the guiding principles outlined in the appendix of this application.)

10. Where would the program be physically housed?

11. Provide an 8 1/2 x 11 street map highlighting the targeted business district and a description of why the boundaries were chosen. (The district must be an identifiable, cohesive commercial district large enough to create an impact but small enough to be of a manageable size. Side streets with similar building mass as the main street can be included.)

12. List the district's economic assets and liabilities.

13. Summarize the following economic statistics:

(Please feel free to include pictures, limited to two pages)

- ⇒ number of buildings _____
- ⇒ number of 1st floor retail and service businesses _____
- ⇒ number of vacant lots _____
- ⇒ number of abandoned buildings _____
- ⇒ number of vacant 1st floor storefronts _____
- ⇒ Percentage of total available storefronts _____

14. What is the organization's vision for revitalizing the commercial district (please limit to one page of text)?

15. How are your proposed district boundaries and your revitalization vision consistent with the Community Reinvestment Strategy (CRS) and the City's Master Plan of Policies?

16. Please attach a proposed budget.

17. Please provide evidence of the annual local match or describe the plan for raising such funds. Although these matching funds do not need to be secured in order to complete and submit a first round application, commercial district leaders and constituents must raise the first year's matching funds within six months of designation. Up to 40% (\$10,000) of the match may be in-kind donations.

18. Show evidence of a broad base of community support. Applicant should provide signed letters from a broad range of neighborhood stakeholders.

19. Show evidence of your community involvement with collaborating or partnering with local merchants and/or business associations. Applicant should provide at least two signed and dated (after May 31, 2006) support letters from different organizations.



The City of Detroit has authorized the issuance of this application. The City of Detroit reserves the right to reject all applications or to negotiate with any sources, whatsoever, in any responsible manner necessary to serve the best interests of the City of Detroit.

Second Round Application - Re\$Store Detroit!

Notice: *The Second Round Application information presented below is for informational purposes only. Only those organizations that are selected from the first round will need to submit a second round application.*

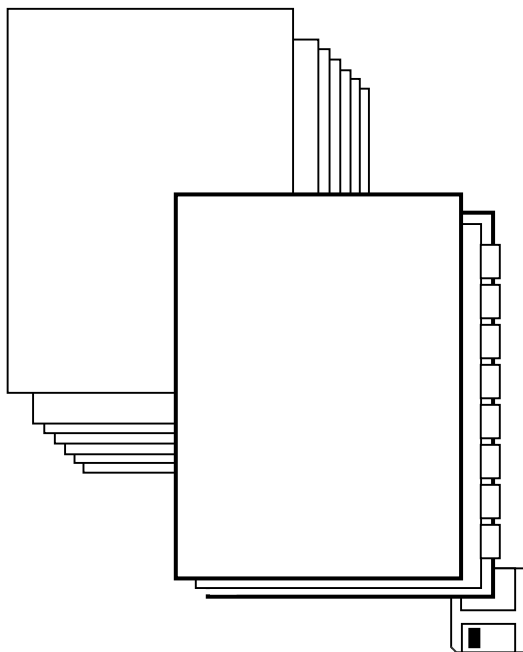
Introduction

After the ONCR Advisory Board creates a short list of final candidates, the ONCR Advisory Board will notify the candidates that they should begin to fill out the second round application. The second round application explores the depth of the organization's and the other stakeholders' commitment to the revitalization effort by asking for a significant investment in data gathering. Additionally, it explores the willingness of the stakeholders to make concrete financial commitments to the organization and to the district.

Submittal Requirements – Second Round

Fifteen (15) copies of a response to this application must be submitted no later than 4:00 PM EST, Monday, October 16, 2006, to Marja M. Winters, Director, Mayor's Office of Neighborhood Commercial Revitalization, City of Detroit, 65 Cadillac Square, Suite 2300, Detroit, MI, 48226. Late applications will not be accepted. Submissions will be reviewed according to the criteria listed below. Site visit interviews will be scheduled for the weeks between November 6 and November 17, 2006. Announcement of the selected designated districts will be made on December 11, 2006.

Second Round Application should contain:



Cover letter w / copies of commitment letters

15 Volunteer Manuals (3 will be kept by the ONCR)

Disk(s)

1. An electronic version of the answers to the application questions is acceptable
2. Building and business inventory. All submitted information will become property of ONCR and will not be returned with the exception of twelve volunteer manuals.

Second Round Selection Criteria and Points

Criteria	Points
Organizational Capacity: Did the organization create an organization manual that provides the Advisory Board and neighborhood volunteers with a comprehensive yet concise picture of the proposed district? Did the organization show evidence of fulfilling the initial fundraising requirement?	25
Base Data Collection: Is the information gathered complete?	25
Long-term Funding Strategy: Is the proposed funding strategy feasible for supporting a long-term, self-sustaining revitalization effort?	10
Community Commitment: Is there a significant amount of community involvement promised? Do the people making a commitment represent a wide range of community interests? Are all major stakeholder groups represented?	20
Private Sector Commitment: Is there a significant amount of property owner and business owner investment promised? Do the people making a commitment represent a wide range of the business and property owner interests?	20
Total	100

District scores will be calculated by averaging the scores of the reviewers for each category. If the total scores of two districts are tied then the district that is farther away from the districts with higher point scores will take precedence over the district that is closer to the districts with higher point scores.



Second Round Application

The second round application asks the organization to put together a set of signed commitments from the district's stakeholders, a building and business inventory, a more extensive funding strategy, and a volunteer manual.

Commitment

Please provide a set of letters from stakeholders in which they indicate what they would be willing to do to revitalize the district. Effective letters will contain commitments to support the organization through financial or in-kind assistance, invest in property, take advantage of the façade renovation program or the capital assistance program, or volunteer time on a committee. It is likely that staff or volunteers will be able to have a conversation about this with business and property owners when they are gathering information needed for the building and business database.

Building and Business Database

Much of the information requested is based on an extensive gathering of data about the district. A spreadsheet outlining the information that needs to be collected is on the computer disk that will be handed out at the program kickoff and provides an easy way to arrange the information. Please call (313) 224-ONCR if you do not have the disk and we will send the information to you.

Funding Strategy

An important aspect of an organization's capacity is its ability to develop and implement a strategy for the long-term funding needs of the commercial revitalization effort. Please describe the long-term funding strategy for keeping the program going after the ONCR funding is gone.

Volunteer Manual

Much of the information needed by the Advisory Board to evaluate the organization and the district is also valuable to bring core volunteers and new staff up-to-speed quickly so that they can be more effective more quickly. A volunteer manual meets both needs. It is advisable to use a three-ring binder system so that new information can be easily inserted to keep the manual up-to-date. The structure of the manual is up to the local district, but the manual should address the following topics in the following areas:

Organization

- 1) Organization's mission statement and history including year started.

- 2) Summary of current activities and programs.
- 3) Names, addresses, phone numbers and affiliations (resident, property owner, etc.) of the Board of Directors.
- 4) List committees and give the times when the Board and the committees meet.
- 5) Names, title, brief (1 paragraph) job descriptions, and brief (1 paragraph) bios of all professional employees.
- 6) Bulleted summary of past project and program success.
- 7) Brief description of current projects and programs.
- 8) List of other nonprofits working in the area with a brief description of their organizations and major projects.
- 9) Current and preceding year's financial statements.
- 10) Funding Strategy.

District

- 1) Total population and demographics.
- 2) Crime rates for 1980, 1990, 1995, and 2000 for the zone that best describes the commercial district.
- 3) An 8 1/2 x 11 street map highlighting the targeted business district.
- 4) An 8 1/2 x 11 map outlining the adjacent neighborhoods.
- 5) History of the commercial district and the adjacent neighborhoods.
- 6) Document how the plans for the district are compatible with City planning documents such as the City Master Plan, CRS Report for the applicable cluster (s).
- 7) Does any portion of the proposed district fall within a currently designated (or proposed) Michigan State Housing Development Authority (MSHDA) Neighborhood Preservation Program (NPP) target area?
- 8) Are there any MSHDA developments in the proposed district? (If so, please name).
- 9) Description of the major architectural styles of the buildings. Pictures of the major buildings are encouraged.
- 10) Description of the transportation network servicing the district including mass transit.
- 11) Description of the parking situation in the district.
- 12) Description of the infrastructure of the commercial street(s) including streetscape, trees, road condition, and condition of electrical, water, sewer, and storm water utilities.

Commercial Revitalization Efforts

- 1) Describe efforts to clean up the district.
- 2) Describe efforts to reduce crime.
- 3) Describe any marketing or promotional events that encompassed the commercial area.
- 4) Describe any programs or projects.
- 5) Describe any other programs or projects that the organization has undertaken to benefit specifically the commercial area.
- 6) Describe any programs or projects others have done or are doing to revitalize the commercial area.

Building and Business Summary

- 1) List of the district's economic assets and liabilities.
- 2) Summary of economic statistics:
 - a) number of buildings
 - b) number of 1st floor retail and service businesses
 - c) number of vacant lots
 - d) number of abandoned buildings
 - e) number of vacant 1st floor storefronts (and percentage of total available storefronts)
 - f) What is the approximate highest monthly rent per square foot currently being paid for commercial space in the Main Street program area?
\$ First floor \$ Upper floor
 - g) What is the approximate lowest monthly rent per square foot currently being paid for commercial space in the Main Street program area?
\$ First floor \$ Upper floor
- 3) Indicate the total number of businesses in the proposed district devoted to the following uses (include all floors):

Supermarkets	Accounting/tax office
Bakeries	Other professional offices
Restaurants	Social/human services (non-profit)
Bars/lounges	Other non-profit organizations
Furniture/appliances	Social/human services
Hardware	Other government offices
Automotive service stations	Hotels/motels
Auto/dealerships	Wholesale
Laundry/cleaners	Industry
Pharmacies	Finance
Other retail businesses	Theaters
Hair styling barber (men/women)	Religion
Medical offices	Education
Law offices	Vacancy (first floor)
Law enforcement	Vacancy (upper floor)
Other:	Other:
- 4) What are the commercial district's strongest businesses?
- 5) What is the commercial district's most significant competition?
- 6) Estimate the percentage of commercial buildings in the proposed program area owned by:

_____	neighborhood business owners
_____	other neighborhood residents
_____	other City residents
_____	out-of-town residents
- 7) Which financial institutions (if any) are located in the proposed program area?
- 8) What are the largest employers in the neighborhood?

- 9) Estimate the percentage of the district's customers that come from:
 - the adjacent neighborhood
 - other Detroit neighborhoods
 - from other communities in metropolitan Detroit
- 10) Are there any special groups of customers who patronize businesses in the commercial district? If so, who are they?
- 11) What private sector investment has there been in the commercial district?

ReFresh Detroit! Application

The ONCR is soliciting applications from 501(c) 3 non-profit organizations to administer the ReFresh Detroit! program in selected commercial areas. An application may be submitted for any neighborhood commercial district in the City of Detroit, except the Greater Downtown Detroit Area. Submitting organizations must have been certified as a 501(c) 3 non-profit in the State of Michigan for at least one year, with some evidence of being currently involved in community economic development.

The ONCR has allocated approximately \$175,000 for matching grants on a one-to-one basis. The remaining funds will be used for the ONCR's administration of the program, architectural assistance to the organizations and businesses, and marketing. Up to \$35,000 will be available for each of the selected districts for facade improvements, with the final amount dependent on the number of successful applicants. Up to \$5,000 of the \$35,000 grant may be used for related administrative costs of the implementing organization.

The maximum grant amount per facade improvement project is \$15,000. Successful applicants must agree to create and support a volunteer design committee to become educated on quality neighborhood commercial building design, develop design guidelines for their district and develop and implement a design review process to ensure community input into the design solution. Applicant must indicate how the organization plans to commit significant staff time to this program to work with the merchants, property owners, architects and volunteers so that facade improvements are completed by December 15, 2007.

Program Requirements

An application may be submitted on behalf of any City of Detroit neighborhood commercial district located outside the Greater Downtown Detroit Area. A representative of a neighborhood organization may initiate the application process, but the application should reflect broad community support, including the business community. While the ONCR will provide a funding grant to a nonprofit entity only, the nonprofit organization does not need to be currently engaged in commercial district revitalization activities in order to be eligible to apply. However, organizations that demonstrate current capacity in the area of neighborhood commercial revitalization will be more likely to be selected. Neighborhood organizations that are selected to participate can receive guidance on how to adapt an existing community development organization to administer the program, depending on each neighborhood's particular needs.

The implementing organization must show evidence of its ability to meet the following requirements:

- Be a 501(c) 3 organization registered with the State of Michigan.
- Provide evidence of staff support adequate to implement a facade improvement program that can be completed by December 15, 2007.

- Indicate willingness to create and support a volunteer design committee.
- Create and utilize neighborhood commercial district design guidelines.
- Create and utilize an application and process for the matching grant facade program with clearly outlined steps and responsibilities.
- Have no outstanding financial disputes with the City of Detroit.

In addition, each facade improvement project must display the ONCR project signage. Promotional and marketing materials must indicate that the project has been made possible by the City of Detroit Mayor's Office of Neighborhood Commercial Revitalization.

Eligible Projects

The program provides a one-to-one match grant for moderate to substantial exterior facade improvement renovations for businesses and property owners in the designated districts. Businesses and property owners are eligible for the following:

- Facade improvement grants up to a maximum of \$15,000; and
- Free architectural assistance, anticipated to range from \$1,000 for small storefront projects to a maximum of \$4,000 for larger projects.

The program permits any building owner or store proprietor/tenant with lease authority to apply for funding. The following types of improvements will be eligible for funding:

- Exterior painting
- Repair, replacement, and removal of signage
- Exterior building and sign lighting
- Awnings, including repairs or replacement of existing
- Restoring exterior finishes and materials
- Removing inappropriate or incompatible exterior finishes and materials
- Repairing or replacing existing storefront window and door systems
- Roll-down grate and grate box removal, including installation of electronic security systems, exterior bulletproof glass and other measures to maintain or increase security while creating a friendlier, more inviting storefronts.

ROLES AND RESPONSIBILITIES

Office of Neighborhood Commercial Revitalization

The ONCR will work with the implementing organizations to create and implement a locally managed facade program. The ONCR will be available to provide assistance in the following areas:

- Assistance in educating staff and design committee volunteers on good neighborhood commercial revitalization design;

- Creation of design guidelines for the district;
- Creation of an application and program process;
- Support during the implementation of the program;
- Providing documentation to the City of Detroit's Planning and Development Department to facilitate the Section 106 review of any historic projects that utilize program funds.

Architects

Local architectural firms on contract with the ONCR will provide design assistance for businesses and property owners. The cost of these services will be borne by the ONCR and not by the local implementing organization or the applicant. Design services will include an on-site meeting with the applicant and organization staff, preparation of design improvement sketches, presentation of the sketches at a meeting with the applicant, the design committee, and the staff, and revisions based on that meeting.

Applicants

The applicant will be responsible for collecting bids for the agreed-upon work, managing the renovations and paying the contractors. The applicant will also be responsible for assembling and submitting the documentation to the implementing organization for reimbursement by the organization of the agreed upon costs.

Implementing Organization

The local implementing organization will be responsible for collecting the required paperwork including copies of all bids, signed waivers, and before and after photos documenting completion of the project and reimbursing the applicant for the agreed upon amount upon satisfactory completion of the project.

ReFresh Detroit! Application Timeline

1. Application Rollout	Wednesday, May 31, 2006
2. Pre-Proposal Q & A: Potential applicants are invited to attend a question and answer session regarding the program. Only one session will be held. Attendance is not mandatory.	Monday, June 12, 2006 9:30 AM Cadillac Tower, Suite 2300
3. Application Deadline	Friday, July 14, 2006
4. Announcement of Selected Districts	Monday, August 28, 2006

ReFresh Detroit! Selection Criteria

Criteria	Points
Organizational Capacity: What is the organization's capacity to receive, manage and effectively use the technical and financial assistance offered? Does the organization have experience in carrying out project activities? Does the organization exhibit the ability to move towards a long-term goal and achieve results within a set timeframe? Does the organization utilize volunteers well? Does the proposed organizational structure accommodate the proposed programs? Has the organization participated in D.O.C.T.O.R or other commercial revitalization training programs?	25
Common and Realistic Vision: What is the group's vision for the district? What are the group's expectations of what can be accomplished with the limited funding available? Does the program fit with the group's vision? How are your proposed district boundaries and your revitalization vision consistent with the Community Reinvestment Strategy (CRS) and the City's Master Plan of Policies?	10
Staff Support: Has the organization shown that it has the necessary staff support to market the program to businesses and property owners, so that facade improvements will be completed and the funds spent in the designated time frame? How much funding or other resources can the organization provide for operational support?	25
Cohesive and Manageable District: Does the geographic area that is to be served by the effort contain sufficient building stock and small businesses to be a viable district? Is the area large enough to sustain a commercial revitalization effort yet small enough that limited resources can make some impact?	15
Broad Base of Support: Is there understanding and support by stakeholders in the proposed district such as business owners, property owners, residents and neighborhood organizations? Have businesses and property owners indicated an interest in taking advantage of this program?	25
Total	100

The ONCR District Designation Committee will evaluate all applications based on the applicants' ability to meet the program requirements. The ONCR Advisory Board will make the final decision on the selected districts.

Submittal Requirements – ReFresh Detroit! Program

Applicants should submit ten (10) copies of a response to this APPLICATION in time to be received in the ONCR office no later than **4:00 PM EST, Friday, July 14, 2006** to:

Marja M. Winters, Director
Mayor's Office of Neighborhood Commercial Revitalization
65 Cadillac Square, Suite 2300
Detroit, MI 48226

Late applications will not be accepted. All submitted applications become the property of the ONCR and will not be returned.

All applications must include the following:

- The ONCR Re\$store Detroit & ReFresh Detroit! Cover Page (Page 25).
- A cover letter addressed to the ONCR District Designation Committee, c/o the ONCR.
- A map showing the proposed district boundaries.
- Letters of support for the facade improvement program, dated after May 31, 2006 (e.g., neighborhood organizations, businesses, property owners, residents, churches).

Questions about this APPLICATION should be submitted in writing and received in the ONCR office no later than Friday, June 9, 2006. For general assistance or language translation, please contact ONCR at (313) 224-ONCR (6627).

APPLICATION FOR REFRESH DETROIT! PROGRAM

1. Name of proposed district:
2. Contact information for the person(s) preparing this application:
 - Name:
 - Organization:
 - Title:
 - Mailing Address1:
 - Mailing Address2:
 - Telephone:
 - Fax:
 - Email:
3. What year did the organization incorporate? (Must be greater than one year to be considered.)
4. Please attach copy of nonprofit tax status certification from the IRS.
5. Please attach your current year's operating budget.
6. Describe how the organization's past success and current activities that meet the mission of the organization.
7. Describe how your past and current efforts will impact commercial revitalization efforts.
8. What has been your prior experience in stimulating commercial revitalization in your target area?
9. Describe the current level of involvement by volunteers in your organization's activities.
10. Where would the program be physically housed?
11. How are your proposed district boundaries and your revitalization vision consistent with the Community Reinvestment Strategy (CRS) and the City's Master Plan of Policies?
12. What is your organization's vision for revitalizing the commercial district? (Please limit to one page of text.)
13. Do you have paid staff? If so, how many are: Full time? _____ Part time?

14. How do you propose to provide staff support for this project?
15. What will be staff's roles and responsibilities in developing the project?
16. Provide an 8 ½ by 11 street map highlighting the targeted business district and a description of why the boundaries were chosen. (The district should be an identifiable, cohesive commercial district large enough for the program to create some impact but small enough to be of a manageable size. Side streets with similar building mass as the main street can be included.)
17. Have any prospective businesses or property owners been contacted about the façade improvement program? If so, what was their response? Letters of commitment by property or business owners to take part in the program are recommended.
18. Provide evidence of a broad base of community support. Include signed letters from community stakeholders dated after May 31, 2006.

REQUEST FOR PROPOSAL COVER PAGE

MAYOR'S OFFICE OF NEIGHBORHOOD COMMERCIAL REVITALIZATION



THIS PAGE MUST ACCOMPANY YOUR APPLICATION

ABOUT THE ORGANIZATION

Legal name of Sponsoring Organization: _____

(List name recorded on the incorporation papers)

Project Name: _____

List project name (i.e. Youth Program)

Contact person: *(The person most familiar with the proposal and program)*

Name: _____

Mailing Address: _____

City: _____ MI Zip: _____

Day Phone: () _____

PM Phone: () _____

Fax: Number: () _____

Email Address: _____

Complete Address of Administrative
Offices/Headquarters: _____

Address of Primary Program(s): _____

PLEASE CHECK ONE:

☐ A: Re\$Tore Detroit! Application

☐ B: ReFresh Detroit! Application

***PLEASE NOTE: Organizations may apply for one or both programs.**

CERTIFICATIONS

To be signed by a Member of the Board of Directors:

1. I certify that the Board of Directors of this organization is not majority family controlled or related by blood and/or marriage.
2. I certify that the Board of Directors has authorized the submission of this Re\$Tore Detroit and/or ReFresh Detroit! application.
3. I further certify that I have been authorized by the Board of Directors to execute these certifications on our behalf.

Signature/Title: _____

Print name: _____

Organization: _____

Date: __/__/__ Phone: _____

Appendix: Background Information

History of the Mayor's Office of Neighborhood Commercial Revitalization (ONCR)

Detroit's neighborhoods remain tremendously under-served by the retail and service sectors. According to the 1990 U.S. Census, Detroit ranked last in retail activity among the nation's largest metropolitan areas, with only 7.4% of every retail dollar spent in the metropolitan area within the City of Detroit.

To remedy the problem this creates in loss of jobs and impact on the City's tax base through foregone income, sales and property tax revenues, the Detroit City Council, at the initiative of then Council President Gil Hill, established a Commercial Strip Revitalization Task Force in February 1999 to develop a structured and comprehensive program to rebuild and revitalize neighborhood commercial strips. This public initiative was complemented by a simultaneous effort of the Neighborhood Commercial Network, a subsidiary of a local coalition called Community Development Advocates of Detroit, to work with local and national consultants to establish a citywide commercial revitalization program.

Both groups completed their final reports in February 2000. The recommendations of both groups drew from their interface with the other, the diverse input from community organizations, technical assistance providers, the financing community, City staff and small business representatives, personal visits to successful programs operating in the cities of Denver and Boston, and the commitment of the participants to implementing a program in the City of Detroit.

In line with the recommendations, then Mayor Dennis W. Archer committed to establishing an Office of Neighborhood Commercial Revitalization (ONCR) that would coordinate the program and provide training and technical assistance to businesses and community organizations, façade improvements, and design services to businesses and the targeted commercial districts. The Funders' Collaborative, a subsidiary of the Local Initiatives Support Corporation (LISC), agreed to provide three years of financial support to the local districts to market and promote the program services and work with local businesses.

A Memorandum of Understanding between the Mayor, City Council and Local Initiatives Support Corporation/Funders' Collaborative was approved by City Council on November 22, 2000 setting forth the intent of the three parties to implement the program. Annual funding is projected at \$890,000 in Community Development Block Grant (CDBG) funding, \$625,000 from the Funders' Collaborative, and \$80,000 in private-sector support. In addition, there will be a capital assistance fund to provide loans to businesses located in the selected districts.

In May 2002, Mayor Kwame M. Kilpatrick officially unveiled the Mayor's Office of Neighborhood Commercial Revitalization (ONCR).

ONCR Programs

The ONCR has created a system of new support services and strategies to targeted commercial strips. These support services and strategies incorporate technical assistance and training, grants, and loans to address local business development and the necessity of building local organizational capacity to create an environment that can sustain local businesses.

In July 2002, five neighborhood commercial districts were awarded organizational funding and will be eligible for additional program and project funding over the next seven years. The ONCR Advisory Board selected the five designated districts from a pool of 16 applicants.

Over a period of several years, this program will create numerous opportunities for new or expanded, small and minority-owned businesses and will improve the “look” and density of commercial strips around the city, providing residents with increased shopping opportunities and complementing growing residential development.

Re\$TORE DETROIT!

The main job of the Mayor’s Office of Neighborhood Commercial Revitalization is to work with local businesses and residents to improve neighborhood commercial districts. The Mayor’s Office of Neighborhood Commercial Revitalization (ONCR) contributes to the City of Detroit’s rebirth by working with community-based organizations (CBOs) and small business entrepreneurs to improve the way Detroit’s commercial strips look and work. These neighborhood commercial districts are housed under our flagship program, **Re\$TORE DETROIT!** This flagship program applies the Urban 5-Point Main Street Approach to build strong, vibrant commercial districts in the city of Detroit where people choose to shop, work, live and play.

The designated districts receive grants and technical assistance. The grant money is used by the local non-profit to hire two full-time commercial revitalization professionals. Working with local merchants and residents, these professionals will:

- Assist the community in developing a common vision and strategy;
- Help to make the commercial district clean and safe;
- Promote the district and its businesses among potential customers with festival, retail events and marketing;
- Improve the appearance of the district’s buildings, businesses and signs using the façade grant program and design standards;
- Assist the businesses by providing information on the capital assistance program (described below) which will bring in targeted technical assistance and recruit new businesses; and
- Work to create and execute redevelopment opportunities.

RE^FRESH DETROIT!

The **Fa**çade **R**enovation and **E**xterior **S**tructure **H**abilitation program is designed to improve the appearance of commercial districts by stimulating private investment, providing architectural design assistance and matching grants. Business and property owners in the designated districts will be eligible.

RE[€]AP DETROIT!

The **C**apital **A**ssistance **P**rogram will provide financial support for new or existing small businesses that are currently located in or wanting to locate in an ONCR designated district. Some of these businesses may have trouble meeting collateral or credit rating requirements of lenders. Others may need assistance with payment terms due to short-term cash flow concerns. Some businesses may not qualify for conventional financing for these reasons. This fund, the Small Business Detroit MicroLoan Program will make loans available to these business owners. Business owners looking to start or expand businesses in the City of Detroit may be eligible to receive loans ranging from \$5,000 - \$35,000 beginning May 2006.

The Center for Empowerment & Economic Development (CEED) will administer the loan fund on behalf of the City of Detroit. Additional information can be obtained by contacting the Small Business Detroit Microloan Program office at 313.267.1020.

ONCR Philosophy

Implementation of these programs is based on an underlying model for successful commercial district revitalization. The ONCR focuses its efforts on providing neighborhood residents, local merchants and commercial property owners with tools and information necessary for their traditional commercial center to compete in today's marketplace. The program helps neighborhood local, community-based organizations capitalize on their unique historical, cultural, and architectural assets while also addressing the many economic development needs around small business retention and recruitment in light of strong competition from shopping malls and discount retailers.

The ONCR's approach to commercial revitalization is based on similar successful programs in Boston, Denver and other major U. S. cities. The City of Boston's program, which is based on the nationally acclaimed Main Street Four Point Approach[®] and the City of Denver program, which emphasizes the small business assistance, are the primary sources for the Urban Five Point Approach model. The ONCR has added a fifth point, Clean and Safe, to the Main Street model. It adds a loan fund to the mix of available resources in order to emphasize the importance of direct assistance to small business.

ONCR Advisory Board

An additional major innovation was to reinforce the public/private/nonprofit partnership between City of Detroit, the Funders' Collaborative and Detroit's private sector by placing these stakeholders on an Advisory Board to help guide the program's successful implementation. The Advisory Board consists of three appointees from the Mayor, three appointees by the Detroit City Council, two appointees of Detroit LISC, and one appointee each from: Detroit Renaissance, Community Development Advocates of Detroit and the Booker T. Washington Business Association.

Local District Partnership

Neighborhood commercial district leaders must be willing to create a commercial revitalization program within an existing organization and help fund full-time staff responsible solely for the commercial district revitalization. It is up to the local organization to decide exactly how it will organize its effort. Many neighborhood organizations modify their existing structure (merchants association, community nonprofit, church-based entity, etc.) to become such an organization by adding a local advisory board with full representation from merchants, residents, property owners and institutions. They address the wide range of issues by developing volunteer committees that are supported by full-time, trained, professional staff. There are many ways that the effort can be organized. What is critical is that the effort is comprehensive and that the merchants, property owners and residents of the commercial district are properly represented.

Business owners, property owners, neighborhood residents, members of community organizations and other neighborhood constituents must be willing to commit substantial volunteer time and energy on a long-term basis to the program. The commercial district managers—the professional staff people coordinating revitalization programs in a particular neighborhood district—ultimately serve as coordinators of volunteer revitalization efforts. It is the partnership between volunteers and staff that creates lasting change.

Neighborhood volunteers and program staff will be required to participate in ONCR training programs, workshops and other activities. The local advisory board and committee members should expect to invest a minimum of eight to ten hours per month. A successful commercial district revitalization program requires dedication and hours of hard work.

Commercial District Revitalization: Guiding Principles

These guiding principles have been adapted from the National Trust's National Main Street Center's Eight Principles.

Comprehensive

A single project cannot revitalize a neighborhood business district. Initiatives addressing each of the main issues affecting a district is vital to build momentum and community support.

Incremental

Small projects make a big difference. They demonstrate that "things are happening" and hone the skills and confidence the program will need to tackle more complex problems.

Self-Help

Only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

Public/private/nonprofit partnership

Every local program needs the support and expertise of the public, private and nonprofit sectors. Each of these sectors brings certain strengths and weaknesses to the partnership. Effective partnerships happen when each sector contributes its strengths and isn't asked to be effective in its areas of weakness.

Asset Capitalization

Each neighborhood business district has unique, existing assets that provide a solid foundation and a competitive edge in the market.

Quality

From storefront design to promotional campaigns to special events, quality must be the main goal if change is to be perceived positively and create momentum.

Change

Changing community attitudes and habits is essential to bring about a commercial district renaissance. A comprehensive, community-driven revitalization program will help shift public perceptions and practices to support and sustain the revitalization process.

Action-oriented

Frequent, visible changes in the look and activities of the neighborhood business district will reinforce the perception of positive change. Plans are necessary as a vehicle for combining community desires with professional expertise but the focus of the program must remain on actions, which change the built and social environment.